MESSAGE CONFIRMATION

DATE:09/10/96 TIME:09:40

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
09/10	09:38	01'47"	51858113097	G3-S	005	OK

51863 0248

Source: https://www.industrydocuments.ucsf.edu/docs/xfym0000

R J Reynolds Tobacco Company

Roger C. Farmer
Regional Sales Manager
150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
Phone: (716) 634-3143
Fax: (716) 634-3145

September 10, 1996

To: Rick Dunn
Stewart's Market

Dear Rick,

Attached please find two (2) separate reports showing retail take-away in the Albany market. They are marked Total Stores or Gas and Convenience and broken relative to volume.

As you can see, the disparity between the B & W reports and these are significant.

As near as I can tell, what B & W gave you is for selected wholesale accounts, which is weighted for their Sales Representative's pick-up and their Prison Program, which is based in the Albany trading area but supplies the entire state.

I hope you agree that the retail take-away reports are more reflective and better parallel the marketplace.

Rich Tanchyk has access to a wide variety of reports, which can be tailored to your needs, and on his next visit, I will request that he provide you with some samples.

On the lighter side, Linda and I certainly enjoyed being with you and Anita this past weekend. I sincerely hope we can get together one last time, for a business review, prior to my departure. But in the event I am unable to, I would like to again say thanks, as I have truly enjoyed our association.

Sincerely,

Roger

Roger C. Farmer

Attachments

Rich
As info -
Roger

51863 0249

Source: https://www.industrydocuments.ucsf.edu/docs/xfym0000

(1)

RJRT CUSTOMER ACCOUNT MANAGEMENT
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS
COMPANY SUMMARY BY TIER
*** PROMOTION VOLUME INCLUDED ***

07/23/96 22:14

BY SALES LEVEL: 1623 ALBANY NY DIVISION FOR TRADES CNR, PCR, GSR, GKR

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 1117 NO.DATA. - NO.DATA. 04/01/96 - 06/30/96

FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
JAPAN TOBACCO							0/100	
OTHER MISC MANUFTURS			787	0.05%	787	0.05	0/100	
R.J. REYNOLDS			277836	19.94%	277836	19.94	0/100	
PHILIP MORRIS			813326	58.37%	813326	58.37	0/100	
LORILLARD			187724	13.47%	187724	13.47	0/100	
LIGGETT & MYERS			5727	0.41%	5727	0.41	0/100	
B.A.T.			107781	7.73%	107781	7.73	0/100	
SHERMAN TOBACCO			-7		-7		0/100	
-INDUSTRY FULL PRICE			1393174	72.04%	1393174		0/100	
BRANDED SAVINGS								
OTHER MISC MANUFTURS			3261	1.12%	3261	1.12	0/100	
R.J. REYNOLDS			77717	26.77%	77717	26.77	0/100	
PHILIP MORRIS			61528	21.19%	61528	21.19	0/100	
LORILLARD			27486	9.46%	27486	9.46	0/100	
LIGGETT & MYERS			187	0.06%	187	0.06	0/100	
B.A.T.			120071	41.36%	120071	41.36	0/100	
-INDUSTRY BRANDED SAVINGS			290250	15.01%	290250		0/100	
PL/BLK & WHT								
OTHER MISC MANUFTURS			5394	2.15%	5394	2.15	0/100	
R.J. REYNOLDS			119629	47.76%	119629	47.76	0/100	
PHILIP MORRIS			35544	14.19%	35544	14.19	0/100	
LIGGETT & MYERS			8150	3.25%	8150	3.25	0/100	
B.A.T.			81734	32.63%	81734	32.63	0/100	
-INDUSTRY PL/BLK & WHT			250451	12.95%	250451		0/100	
- INDUSTRY- SAVINGS			540701	27.95%	540701		0/100	
-INDUSTRY- TOTAL			1933875	100.00%	1933875		0/100	
COMBINED TOTALS(ALL BRANDS)								
JAPAN TOBACCO							0/100	
OTHER MISC MANUFTURS			9442	0.48%	9442	0.48	0/100	
R.J. REYNOLDS		X	475182	24.57%	475182	24.57	0/100	
PHILIP MORRIS			910398	47.07%	910398	47.07	0/100	
LORILLARD			215210	11.12%	215210	11.12	0/100	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION ** 1 UPC WARNING

CONV. AND GAS ONLY
RETAIL TAKE-A-WAY

SEE NEXT PAGE

51863 0250

Source: https://www.industrydocuments.ucsf.edu/docs/xfym0000

(2)

RJRT CUSTOMER ACCOUNT MANAGEMENT — PAGE: 1
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS — 07/23/96 22:14
COMPANY SUMMARY BY TIER
*** PROMOTION VOLUME INCLUDED ***

BY SALES LEVEL: 1623 ALBANY NY DIVISION FOR TRADES CNR, PCR, GSR, GKR

++ TOTAL STORES ++		++ P E R I O D 1 ++		++ P E R I O D 2 ++				
PRD 1:	PRD 2: 1117	NO.DATA. - NO.DATA.		04/01/96 - 06/30/96			PER 2	PER 1
COMPANY TOTALS(ALL BRANDS)	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PK/CT RATIO	PK/CT RATIO
LIGGETT & MYERS			14064	0.72%	14064	0.72	0/100	
B.A.T.			309586	16.00%	309586	16.00	0/100	
SHERMAN TOBACCO			-7		-7		0/100	
-COMBINED- INDUSTRY			1933875	100.00%	1933875		0/100	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION ** 1 UPC WARNING

51863 0251

Source: https://www.industrydocuments.ucsf.edu/docs/xfym0000

(3)

30B5 ,1 RJRT CUSTOMER ACCOUNT MANAGEMENT PAGE: 1
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS 07/31/96 17:13
COMPANY SUMMARY BY TIER
*** PROMOTION VOLUME INCLUDED ***

BY SALES LEVEL: 1623 ALBANY NY DIVISION

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 2125 NO.DATA. - NO.DATA. 01/01/96 - 03/31/96

FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
OTHER MISC MANUFTURS			1150	0.04%	1150	0.04	0/100	
R.J. REYNOLDS			512159	20.74%	512159	20.74	0/100	
PHILIP MORRIS			1368512	55.44%	1368512	55.44	0/100	
LORILLARD			347868	14.09%	347868	14.09	0/100	
LIGGETT & MYERS			23746	0.96%	23746	0.96	0/100	
B.A.T.			214948	8.70%	214948	8.70	0/100	
SHERMAN TOBACCO			15		15		0/100	
-INDUSTRY FULL PRICE			2468398	71.71%	2468398		0/100	
BRANDED SAVINGS								
OTHER MISC MANUFTURS			8837	1.36%	8837	1.36	0/100	
R.J. REYNOLDS			181690	27.99%	181690	27.99	0/100	
PHILIP MORRIS			143837	22.16%	143837	22.16	0/100	
LORILLARD			55186	8.50%	55186	8.50	0/100	
LIGGETT & MYERS			4090	0.63%	4090	0.63	0/100	
B.A.T.			255372	39.34%	255372	39.34	0/100	
-INDUSTRY BRANDED SAVINGS			649012	18.85%	649012		0/100	
PL/BLK & WHT								
OTHER MISC MANUFTURS			19184	5.90%	19184	5.90	0/100	
R.J. REYNOLDS			110977	34.16%	110977	34.16	0/100	
PHILIP MORRIS			51846	15.96%	51846	15.96	0/100	
LIGGETT & MYERS			18041	5.55%	18041	5.55	0/100	
B.A.T.			124787	38.41%	124787	38.41	0/100	
-INDUSTRY PL/BLK & WHT			324835	9.44%	324835		0/100	
- INDUSTRY- SAVINGS			973847	28.29%	973847		0/100	
-INDUSTRY- TOTAL			3442245	100.00%	3442245		0/100	
COMBINED TOTALS(ALL BRANDS)								
OTHER MISC MANUFTURS			29171	0.84%	29171	0.84	0/100	
R.J. REYNOLDS			804826	23.38%	804826	23.38	0/100	
PHILIP MORRIS			1564195	45.44%	1564195	45.44	0/100	
LORILLARD			403054	11.70%	403054	11.70	0/100	
LIGGETT & MYERS			45877	1.33%	45877	1.33	0/100	
B.A.T.			595107	17.28%	595107	17.28	0/100	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION ** 1 UPC WARNING

RETAIL TAKE-A-WAY
TOTAL STORES.

51863 0252

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